

DEPARTMENT OF BUSINESS MANAGEMENT

Course Name : BUSINESS COMMUNICATION AND SOFT SKILLS
Academic year : 2016-17
Prescribed Textbook: Lesikar: Basic Business Communication
Nature of the Course: Common paper

Preface

(Students must read text books. Faculty members are free to choose any other cases).

Course Aim: To enable students to gain effectiveness in LSRW(Listening, Speaking, Reading and Writing) skills and to hone their skills for effective written communication as an underlying aspect.

Learning Objective: To furnish the students with intellectual and resourceful skills for germane and effectual business communication.

UNIT 1

Features of Indian English-Correction of Sentences - Structures-Tenses- Importance of Written Business Communication. Five main Stages of Writing Business Messages.

Objective : To learn Importance of grammar and sentence structure ,the characteristics of and develop strategies for effective communication.

Outcome: helps learn importance and correct usage of grammar ,the significance of communication in business and trace out communication barriers.

UNIT 2

Introduction to business correspondence-Business Letter Writing ,kinds of business letters, Effective Business Correspondence ,Common Components of Business Letters. Strategies for writing Business Letters.

Objective : To understand basic principles of effective Business Correspondence and strategies required for writing business letters and business emails.

Outcome : Students acquire the competence of written communication and attain command over specific nuances in different pieces of writing.

UNIT 3

Technical Presentations-types of presentations-Video Conferencing-Participation in meetings-
Formal and Informal Interviews

Objective: To enable students to identify the degrees of objectivity and persuasiveness appropriate for a given presentation and to compose behavioural objectives in terms of measurable performance by the learner.

Outcome : Technical presentation skills and Interview preparation empower students to develop and deliver decisive content to emerge as more confident and knowledgeable expert.

UNIT 4

Introduction to Business Report-Steps in writing a routine Business Report ,Parts of Report ,Corporate Reports ,Business Proposals.

Objective : To get a detailed know-how of business reports and proposals (their types, components, layouts and formats).

Outcome : It enforces critical thought, analytical approach and comprehensive access to gauge case study and solve related problems.

UNIT 5

Career Building ,Understanding the self, Setting a career goal ,Job Search/Looking at varied option, Preparing Resume, Resume Formats ,Traditional ,Electronic and Video Resumes ,Online Recruitment Process ,Writing Resume to market the self, Basics of Personal Interview.

Objective: To understand the process involved in building career ,various formats and types of resumes and getting acquainted with Online Recruitment Process.

Outcome: It assists students to acknowledge various strategies related to projecting their skills and personality to the prospective employers through writing job winning resumes and thus cracking rounds of interviews.

Section-A&B&C
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